

AT&T Re-brands First Cingular Store

Fact Sheet



AT&T unveils a new way to shop for and experience an array of communications and entertainment services with the official re-branding of a Cingular retail store in Houston. The AT&T Experience Store is the first to not only carry the AT&T brand but is the first to showcase AT&T's complete portfolio of wireless, broadband, video and wireline voice products and services in an engaging, interactive format.

The Houston AT&T Experience Store ...

- Showcases AT&T's unprecedented portfolio including wireless, broadband, video and wireline voice products and services under one roof.
- Brings the world of converged wireline/wireless services to life by encouraging consumers to test drive products and services throughout the store.
- Simplifies the customer experience in researching and purchasing innovative integrated communications and entertainment services.

Look and Feel ...

- With more than 5,000-square-feet, the Houston AT&T Experience Store is larger than a typical Cingular store.
- Four-dozen screens showcase AT&T products and services, encourage direct customer interaction, and allow store personnel to "show and tell."
- More than two-dozen laptop computers for customer use.
- Six 32-inch LCD displays run digital messages about lifestyle, product benefits, and features.
- "Guided Selling Kiosks" assist customers and employees with the sales process.
- Six "Customer Experience" stations encourage customers to interact with AT&T's cutting-edge wireline, wireless and converged services.

AT&T Experience Stations ...

- **AT&T Entertainment:** Features AT&T U-verseSM TV and AT&T HomezoneSM service demonstrations enabling customers to test drive Web-based and wireless remote access features, high definition programming, and browse an extensive video on demand catalogue.
- **AT&T Home Connections:** Customers can browse the Internet, customize AT&T Yahoo! homepage portals, and test AT&T Remote Monitoring through a remote in-store camera.
- **Music:** Customers can listen to XM Satellite Radio on wireless phones, Bluetooth headphones, or external Bluetooth speakers while transferring and personalizing music content via laptops or mobile phones. The new iPhone, available in the near future, will also be showcased at this station.
- **Gaming:** Featuring wireless phones, Bluetooth stereo headsets, and laptops, customers download games to wireless phones and store laptops.
- **Messaging and Video:** Highlighting 3G phones and Bluetooth accessories, customers experience multimedia messaging, photo and video sharing capabilities.
- **Laptop Mobility, E-mail and Data:** Geared toward road warriors and small business owners, customers can test wireless phones, PDAs, smartphones, GPS, and Bluetooth accessories using e-mail and Microsoft applications.

Personal Style Studio ...

- Showcasing high-end accessories, this centrally-located area highlights external wireless features like ringtones, crystal handset designs, and phone “tattoos,” or pictures customers can download to a laptop in-store or print on a sticker that can be applied to various wireless phones.

Scope and Timing

As the nationwide multimedia re-branding campaign continues throughout the year, several AT&T Experience Stores will open beginning with San Antonio and Atlanta this May.